

## **Historic, Archive Document**

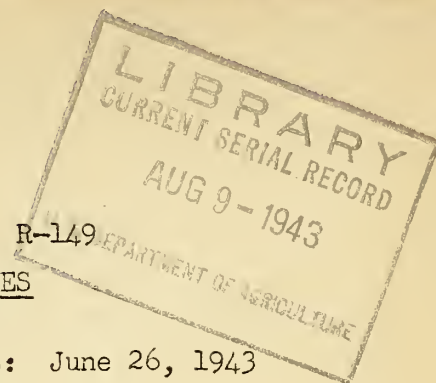
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CONSUMER TIME

THIS IS THE WAY WE WASH OUR CLOTHES



NETWORK: NBC

DATE: June 26, 1943

ORIGIN: WRC

TIME: 12:15-12:30 P.M. EWT

(Produced by the Food Distribution Administration of the War Food Administration this script is for reference only, and may not be broadcast without special permission. The title, CONSUMER TIME, is restricted to network broadcasts of this program, presented for ten years in the interest of consumers.)

oooOooo

1. SOUND: CASH REGISTER...RINGS TWICE...MONEY IN TILL.

2. MAN: That's your money buying food.

3. SOUND: CASH REGISTER.

4. WOMAN: That's your money paying for a home.

5. SOUND: CASH REGISTER.

6. MAN : That's your money buying clothes.

7. WOMAN: Buying you a living in wartime.

8. SOUND: CASH REGISTER...CLOSE DRAWER...

9. JOHN: And this is CONSUMER TIME - helping you save some of that money. Today with practical tips on home laundry Consumer Time will help you iron out some of your wash day worries ---telling you ----



10. WOMAN:           The best way to soak your clothes....
11. WOMAN:           How to keep white clothes white....
12. WOMAN:           How to iron a man's shirt....
13. MAN:             And many other helpful hints on home laundry — and more
14. WOMAN:           How you can get your own Home Laundry guide.
15. MAN:             And Miss Helen S. Holbrook, one of the government experts  
who helped to prepare this Home laundry bulletin will  
give some practical tips on ironing for homemakers.
16. VOICE:           But first...here's the Consumer News of the week...  
interpreted by your Consumer reporter.....Johnny Smith.
17. JOHN:            The war orders straight from Washington....
18. VOICE:            (ON FILTER)



30. 1st VOICE: Although the nation's laundry business is struggling valiantly, it is unable to cope with the war. New laundry machinery is difficult to get—Army and Navy have frequently commandeered whole laundries—The labor turnover is the highest ever and inefficient help has lessened the output per worker. To top all of this, the men and women of the nation are busier and are getting their clothes dirtier than ever before. In the last two months over one hundred laundries have gone out of business.
31. 2ND VOICE: In Cleveland -----
32. SOUND: DOORBELL RINGS—STEPS GOING HURRIEDLY TO THE DOOR. DOOR OPENS.
33. WOMAN'S VOICE: My, I'm glad to see you.
34. MAN'S VOICE: Do you have your bundle ready for the laundry? (QUICKLY) if you don't — I can't wait ....
35. WOMAN'S VOICE: Oh it's ready—I've had it waiting for four or five days. Here it is (SLIGHTLY STRAINED AS IF LIFTING) —it's a pretty big one.
36. MAN'S VOICE: Say, do you have more than three shirts in this?
37. WOMAN'S VOICE: Why, of course, there are ten in there.

Act of Congress

March 3, 1877

Approved March 3, 1877

Section 1

That the Secretary of the Interior

do hereby certify that

the following is a true and correct

copy of the original

as the same appears

1877

March 3, 1877

1877



38. MAN'S VOICE: I'm sorry, lady---but we can't collect more 'n three shirts from a customer---it's a new rule.
39. WOMAN'S VOICE: What? Only three shirts! Why my husband wears a clean shirt every day.
40. MAN'S VOICE: I can't help that, lady .... we'll have to take out the extry ones...here...I'll take these three and you take back the rest ----- here they are 2 ----- 4, 5, 6, 7.
41. WOMAN'S VOICE: (FADING OUT) Seven shirts and I have never ironed a shirt in my life.....!
42. 2ND VOICE: In Los Angeles.....
43. WOMAN'S VOICE: (CALLING UPSTAIRS) Breakfast is ready, Bob....your Sunday special.....
44. MAN'S VOICE: (OFF TALKING) Coming, dear.....
45. SOUND: (FADING IN) MAN COMING DOWNSTAIRS QUICKLY. HE IS WHISTLING.
46. WOMAN'S VOICE: And it's such a lovely day...too...
47. MAN'S VOICE: (WITH ENTHUSIASM)...A regular Sunday for the poor people... after breakfast we can get out our bikes... put the baby in the market basket and away we go...



48. WOMAN'S VOICE: (INTERRUPTING, DISAPPOINTED) But...Bob...you've forgotten!
49. MAN'S VOICE: Forgotten what?
50. WOMAN'S VOICE: That you planned to help me with the laundry today...
51. MAN'S VOICE: Oh, honey, we can do that some other time.....let's forget about the laundry today, this is the only free time I have...here...give me a kiss..
52. SOUND: OF QUICK KISS.
53. WOMAN'S VOICE: (FADING OUT) Oh no -- you can't get around me that way ...we really have to do the wash today...we've waited two weeks for the laundry man to come and they finally notified me that they're no longer going to collect and deliver...We just won't have a clean thing in the house. .,
54. 2ND VOICE: ...And in another mid-western city ---
55. SOUND: TELEPHONE RINGS...
56. WOMAN'S VOICE: The Evening News....advertising Dept.
57. MAN'S VOICE: (FILTER) This is Mr. Saxon of the North End Laundry. I want to arrange for a full page ad in tomorrow's paper. Can you fix that up?
58. WOMAN'S VOICE: We certainly can, Mr. Saxon, When will your copy reach us.



59. MAN'S VOICE: (ON FILTER) The copy is on the way over with our boy — but I wanted to be sure that you would use large black letters for the headline..."An appeal to our customers"...
60. WOMAN'S VOICE: We'll use a banner headline of 60 point type...on that...
61. MAN'S VOICE: (ON FILTER) and for the next line use a slightly smaller but heavy type...it reads " we urge everyone who possibly can to do her laundry at home."
62. WOMAN'S VOICE: (FADING OUT) we'll send you a proof early tomorrow, Mr. Saxon.....
63. FREYMAN : I guess all of us consumers will be singing (SHE SINGS) This is the way we wash our clothes --- wash our clothes ...wash our clothes...this is the way we wash...
64. JOHN: (BREAKS IN) But that's just the trouble, Mrs. Freyman, most people don't know the way to wash their clothes...
65. FREYMAN: I think I know something about it Johnny. Last Tuesday I was just getting ready to do my laundry when there came a knock at the door ---

(PAUSE)

SOUND: KNOCK AT DOOR...STEPS TO DOOR...DOOR OPENS.

FREYMAN: Hello, Peggie.

PEGGY: Hi...what are you doing with your arm full of dirty clothes...?



69. SOUND: DOOR CLOSING.

70. FREYMAN: I was just about to do my wash...

71. PEGGY: Just that little bundle? -----you're either awfully clean or awfully dirty.....

72. FREYMAN: Oh this isn't all by any means --- you should see the pile down cellar....

73. PEGGY: Well...let's go down cellar, then.

74. FREYMAN: Oh...no...

75. PEGGY: Yes, indeed.... I won't stay unless you go on with your work...and besides, I could use a few wash day pointers.

76. FREYMAN: Well -- if you don't mind....

77. SOUND: GOING DOWN STEPS. (TWO PEOPLE)

78. FREYMAN: (WHILE GOING DOWN STEPS) Be careful of these steps --- they're rather steep.

79. PEGGY: (SPOKEN THE SAME TIME AS STEP SOUNDS) I thought you washed on Monday...that's why I dropped in...today...

80. FREYMAN: I used to but I found that by switching to Tuesday... I can use Monday for the extra things that have piled up over the weekend----

81. PEGGY: They certainly pile up.

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82. FREYMAN: And then, I need some time to prepare my clothes for the laundry...
83. PEGGY: What do you mean — prepare them... you don't need half a day to collect your clothes and take them down cellar — do you?
84. FREYMAN: Of course not—silly—there's more to it than that! I mend all the torn places and remove the stains.....
85. PEGGY: I can understand the mending part...but I should think the regular washing would remove the stains...
86. FREYMAN: No...as a matter of fact...sometimes hot soap suds "set " a stain that otherwise would be removable...
87. PEGGY: What...for instance?
88. FREYMAN: Well — lipstick is a good example...I always rub white vasaline into the stain before I wash it.
89. PEGGY: You do?
90. FREYMAN: Yes, It really helps...
91. PEGGY: I imagine you were pretty busy vasoline rubbing this week since you had Mable, and Tim to dinner the other night...
92. FREYMAN: Yes,...she does wear more stuff on the face...

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*Journal of Management Education* 30(6)p.789-804

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*Journal of Management Studies*, 19(1), 67-80.

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93. PEGGY: I'm almost tempted to give her a paper napkin; at times...
94. FREYMAN: (QUICK LAUGH) Ha...I can just see her if you did...
95. PEGGY: You mean that one-and-only "Mable" look.
96. FREYMAN: One and only's right...
97. PEGGY: (SERIOUSLY) I didn't realize you were up on all these secret weapons...
98. FREYMAN: I'm not...on all of them...But a big secret is the good old soaking idea. (pause) If it's done the right way...
99. PEGGY: (TEASING) And what, my little oracle...is the right way?
100. FREYMAN: (LAUGH IN VOICE) Alright...I thought you wanted a few pointers... I shall shut up like a clam...
101. PEGGY: Oh come on...give...I really want to know about this soaking business...What's the big don't?
102. FREYMAN: Don't use hot water...It's apt to set the stains... use lukewarm water...
103. PEGGY: Lukewarm ..., hummm?
104. FREYMAN: Or cold water's very successful, too... I often use it...
105. PEGGY: Do you soak the clothes overnight?



106. FREYMAN: No, fifteen minutes is long enough to loosen the dirt...  
A short time is really better than a long time.
107. PEGGY: That's surprising...well as long as I'm in on this...I  
might as well help...Shall we soak all these things  
together?
108. FREYMAN: Oh ---- No....The very dirty clothes should soak separately  
from those only slightly soiled...
109. PEGGY: I see... It's all in the sorting...
110. FREYMAN: That's the idea.....these clothes soaking over here are  
white ---- exclusively.
111. PEGGY: My, David gets his shirt cuffs dirty....what does he do  
with them?
112. FREYMAN: I think he uses them to dust off the desk every morning....  
I'll just rub some soap on the collars and cuffs before  
I put them to soak.
113. PEGGY: That's a good idea.....
114. FREYMAN: Well...I guess we're ready to put the first batch of  
white clothes in the machine...
115. SOUND: CLOTHES SPLASHING IN WATER.
116. FREYMAN: Peggy, get the machine cover over there ---- will you  
please?

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117. SOUND:               Adjust lid of machine.

118. PEGGY:               Shall I switch on the motor.

119. FREYMAN:            Yes, we'll give this just ten minutes.

120. SOUND:               OF MOTOR RUNNING (QUIETLY)

121. PEGGY:               It runs so quietly.

122. FREYMAN:            (ABOVE MOTOR BACKGROUND) It should...I really take care  
of it... It's just like a member of the family...

123. SOUND:               HOLD, THEN FADE

124. FREYMAN:            (CONVERSATION BACK TO JOHNNIE) Why, Johnnie, we even have  
a periodic health checkup for that washer of ours.

125. JOHN:                I'm impressed, Mrs. Freyman, you're right there with all  
the answers on the laundry question.

126. FREYMAN:            No, I have my problems, too...for one thing, my clothes  
don't seem to be as white as they should, sometimes...

127. JOHN:                Well, when I was talking to the government experts last  
week...that was one of the things I asked about...I have  
a personal interest in that question...

128. FREYMAN:            I know...you like white shirts...

129. JOHN:                When they are really white...

1. The first part of the paper is devoted to a discussion of the general principles of the theory of the structure of the atom.

2. The second part of the paper is devoted to a discussion of the general principles of the theory of the structure of the atom.

3. The third part of the paper is devoted to a discussion of the general principles of the theory of the structure of the atom.

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12. The twelfth part of the paper is devoted to a discussion of the general principles of the theory of the structure of the atom.

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17. The seventeenth part of the paper is devoted to a discussion of the general principles of the theory of the structure of the atom.

18. The eighteenth part of the paper is devoted to a discussion of the general principles of the theory of the structure of the atom.

19.



130. FREYMAN: Yes, I hate a dingy looking white shirt, too.
131. JOHN: The experts say that one good way to keep cotton clothes white is to take great care in rinsing...in hot water... and be sure to get all the soap out...
132. FREYMAN: Perhaps that's my trouble... maybe my rinse water has  
too  
been/cool...
133. JOHN: Could be — cold water hardens the soap and makes it difficult to remove...
134. FREYMAN: Someone mentioned boiling cotton clothes to make them white...?
135. JOHN: That usually isn't necessary if you rinse them well and hang them in the sun.
136. FREYMAN: But if I do have occasion — what then.
137. JOHN: If you do boil them — remember ... only for a short time ...
138. FREYMAN: Why?
139. JOHN: Well...if you boil them for more than ten minutes... you'll be right back where you started because too much boiling makes clothes yellow.
140. FREYMAN: Do you boil them in the wash water?
141. JOHN: No, you wring them out of the wash water and put them in a boiler of fresh soapy water...



142. FREYMAN: Is that all?
143. JOHN: Well — it helps a lot to add the juice of one or two lemons to a boiler full of clothes.
144. FREYMAN: Don't tell anyone, Johnnie, but sometimes I notice unsightly little specks all over the clothes in my wash...
145. JOHN: You're not the only one, Mrs. Freyman... Sometimes those specks can be filtered out... if you fasten a little salt sack or strainer over the faucet...
146. FREYMAN: And if this doesn't help?
147. JOHN: Then a water softener might do the trick...
148. FREYMAN: I wish I knew more about water softeners ——— and soaps ——— and starches — and ——— oh.... a hundred other things that have to do with the wash day blues....
149. JOHN: Well ——— here is a government bulletin I picked up in my little information search last week...
150. FREYMAN: Oh...let me see...
151. JOHN: Here is the section on water softeners...
152. FREYMAN: I didn't know there were so many different kinds of hard water, did you?
153. JOHN: No, nor all these inexpensive ways to make it soft, either.



. - - - - C U T - -

. FREYMAN: It would be fun to try this simple little experiment to  
 . find out just how hard your water supply really is...  
 . wouldn't it?  
 .

. 155. JOHN: You mean some day when you feel like playing chemist?

. 156. FREYMAN: Yes, that mythical "some day".

. - - - - C U T - -

157. JOHN: Look at this section on soaps ----

158. FREYMAN: My, it's long...too... I thought soap was just ----  
 well just soap ----

159. JOHN: According to this it might be a lot of other things...  
 and that isn't so good ....

160. FREYMAN: Oh, I see, it tells how to judge a good bar of soap...

161. JOHN: Let's look at some of the other things farther on...

162. SOUND: TURNING OVER PAGES QUICKLY.

163. FREYMAN: There's something on bleaching...

164. JOHN: I presume they mean clothes and not blonds...don't you?

165. FREYMAN: You would.....Oh wait.....there's a section on ironing  
 I want to see...

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166. JOHN: Say, why don't you write for this.
167. FREYMAN: I'm going to... I'll drop a line to Consumer Time.
168. JOHN: Yes, Consumer Time...War Food Administration.
169. FREYMAN: Washington, D. C.
170. JOHN: That's right, but I'll repeat that address later...  
right now, .... how would you like to meet one of the  
women who helped prepare this bulletin?
171. FREYMAN: I'd love to ....
172. JOHN: Here she is...Miss Helen S. Holbrook, Specialist in  
the Household Equipment Division of the Department  
of Agriculture. Miss Holbrook, this is Mrs. Freyman,  
our consumer representative...
173. HOLBROOK: How do you do....
174. FREYMAN:
175. FREYMAN: I certainly like this bulletin on Home Laundry....  
Miss Holbrook, ----This section on ironing just caught  
my eye.
176. HOLBROOK: Are you having ironing troubles, Mrs. Freyman?
177. FREYMAN: Am I?...you should see my husbands shirts...
178. JOHN: You should see mine...





179. FREYMAN: I have, that's my only consolation. (LAUGHS) But seriously, Miss Holbrook, what is the trick in ironing a man's shirt?

180. HOLBROOK: I think the real trick is to have a clean iron...and one that is hot enough and the shirt ~~with~~ just the right dampness...

181. FREYMAN: How can you tell if the iron is hot enough?

182. HOLBROOK: It "spats", you know, when you touch it with your wet finger.

183. FREYMAN: How do you keep the iron clean?

184. HOLBROOK: Why ... rub it occasionally with wax or parafin...

185. JOHN: You two women should have seen the shirt and pants a soldier friend of mine washed and ironed.

186. HOLBROOK: How did they look?

187. JOHN: Very good .....

. - - - C U T -----

. 188. HOLBROOK: Did he sprinkle them and roll them in a towel?

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. 189. JOHN: No... I guess he just stood around and waited for them  
 . to get dry enough to iron....

. 190. HOLBROOK: Well, that's one way, of course...And as a matter of  
 . fact...some women who are home all day find they can  
 . omit the sprinkling step by folding the clothes and roll-  
 . ing them up when they are at just the right stage of  
 . dampness...



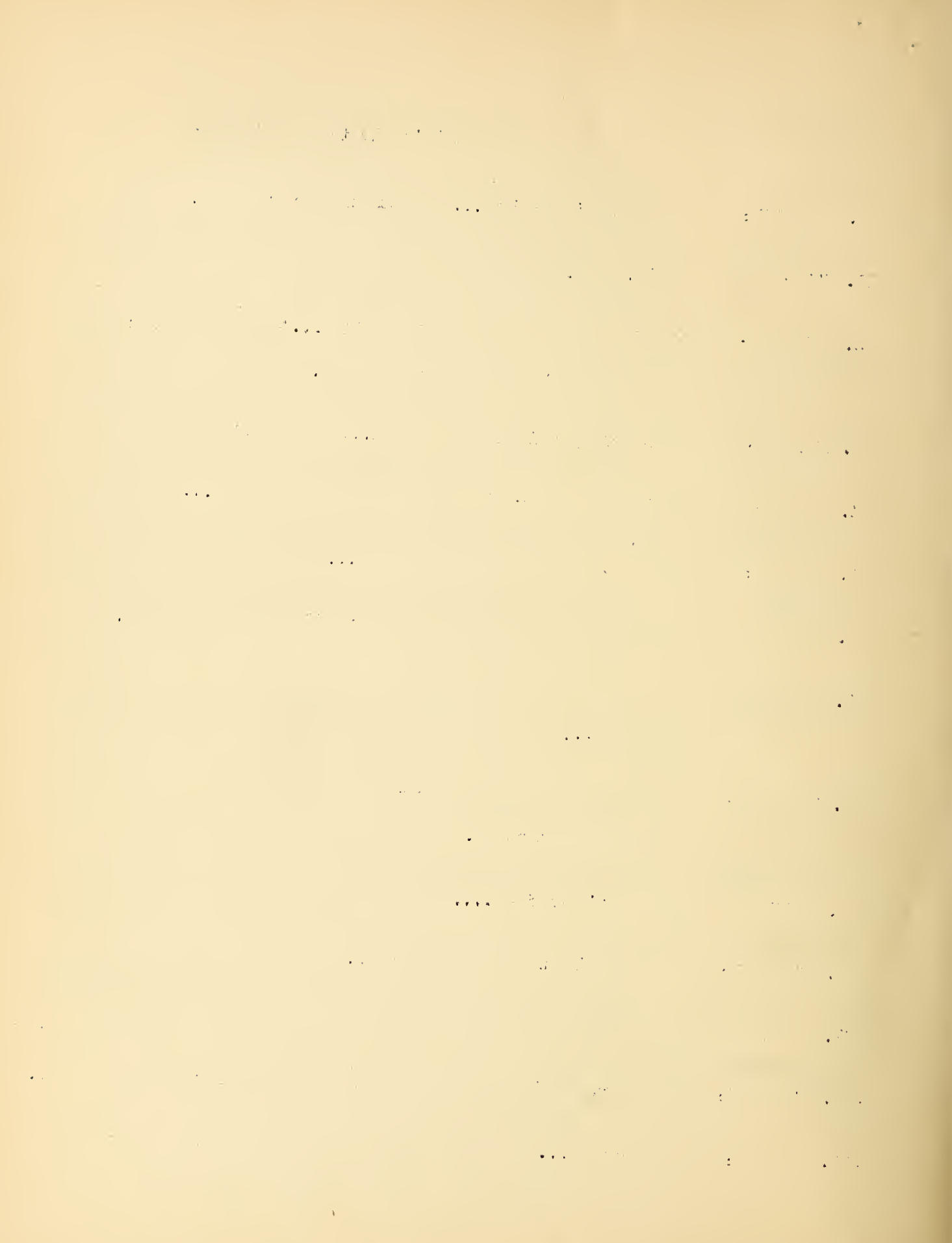
- . 200. JOHN: What's the usual procedure?
- .  
. 201. HOLBROOK: Well, usually the clothes hang on the line until they  
. are thoroughly dry and then you sprinkle them evenly  
. with warm water...roll them up and let them stand for  
. awhile....
- . 202. FREYMAN: About how long?
- . 203. HOLBROOK: Oh -- at least half an hour...then the dampness will be  
. evenly distributed...

. - - - C U T - - - - -

204. JOHN: But, Miss Holbrook, I asked my soldier friend what part  
of the job gave him the most trouble and he said that  
the unironed part kept nussing up the ironed part.
205. HOLBROOK: Tell him, next time, to try ironing the cuffs and  
sleeves, first.
206. FREYMAN: That's news to me ....
207. JOHN: The cuffs and sleeves, first, ...then what, Miss Holbrook.
208. HOLBROOK: Then the collar.
209. JOHN: I'm going to write this down for him...



210. HOLBROOK:           You won't need to...it's all in the bulletin.
211. JOHN:                Oh, fine.
212. HOLBROOK:           After the sleeves and the collar...then start on one side  
of the front and continue around.
213. FREYMAN:            Should you iron up and down...or around?
214. HOLBROOK:           Up and down -- with the thread of the goods...
215. FREYMAN:            This all sounds easy enough...
216. HOLBROOK            Be sure to continue ironing until the shirt is dry.
217. JOHN:                I think the professional way of folding baffles some  
women....
218. HOLBROOK:           Why fold them at all --- just hang them up if you have  
the closet space.
219. FREYMAN:            That's an idea....
220. HOLBROOK:           I would use a wooden hanger.
221. JOHN:                Why?
222. HOLBROOK:           Because the metal ones sometimes cause little rust spots.,
223. FREYMAN:            But if...



224. HOLBROOK: (BREAKS IN) I know what your thinking, Mrs. Freyman,...  
That if you ironed the shirt thoroughly dry you wouldn't  
have to worry about the rust spots....
225. FREYMAN: (laughs) That's right....
226. HOLBROOK: Well, even though you think it is thoroughly dry the  
yoke sometimes holds a little dampness...
227. FREYMAN: Yes, I suppose it would...
228. HOLBROOK: But you could wrap paper around the metal ones...
229. FREYMAN: Or I suppose those cardboard ones would be alright.
230. JOHN: Some men go in for those rayon sport shirts...Miss  
Holbrook ---
231. HOLBROOK: Well...that's another story...for rayon, you don't  
follow the directions I just gave you for cotton...
232. FREYMAN: Does it tell how to launder rayon in this government  
bulletin...
233. HOLBROOK: Yes -- right here...for rayon and silks...
234. FREYMAN: Oh, yes, and for woolens, too.....
235. HOLBROOK: Since the directions differ, it would be helpful to  
have this bulletin and refer to it for each type of  
material...





236. FREYMAN: It certainly would.....
237. HOLBROOK: The main think on this laundry question is to study the job and see where you can cut corners.
238. JOHN: Just as they do for each job in a war plant.
239. HOLBROOK: That's it...get all the information you can on...How To Do It...and then see if you can shorten the time.
240. JOHN: In other words...use your head to save your hands and feet....
241. FREYMAN: And back.
242. HOLBROOK: Some Land Grant Colleges have been working on time saving ideas, too...I was talking to a Cornell friend of mine at the Wartime institute this week and she says they have the.....ironing of a man's shirt...whittled down to three minutes...
243. FREYMAN: Three minutes? My at that rate I could do nine or ten shirts in half an hour...
244. HOLBROOK: Yes, but don't forget...that record is the result of study...and practice...
245. FREYMAN: That's my slogan from now on ...

THE HISTORY OF THE

REIGN OF KING CHARLES THE FIRST

IN THE YEAR 1649

BY JOHN BURNET

IN TWO VOLUMES

LONDON

Printed by J. Sturges, at the Angel in St. Dunstons Church-yard

1724

By Authority

Printed by J. Sturges, at the Angel in St. Dunstons Church-yard

By Authority

Printed by J. Sturges

at the Angel in St. Dunstons Church-yard

1724

By Authority

Printed

at the Angel in St. Dunstons Church-yard

246. JOHN: Thank you very much, Miss Holbrook for being with us today...I'm sure everyone will want to take your advice and write for the bulletin to find out more about this Home Laundry job.
247. FREYMAN: I'm writing for mine now...(SLOWLY) CONSUMER TIME, War Food Administration, Washington, D. C.
248. JOHN: That's right...and be sure to mention...Home Laundry bulletin...
249. FREYMAN: Yes, and my name and address...
250. JOHN: And the call letters of your radio station.....
251. FREYMAN: That fixes it up... and now Johnnie, bring me up to date on the ration stamps for meat, fats and canned milk...
252. JOHN: The red stamps J, K, L, M and N in War Book two are all valid through June 30th...But don't wait until the last minute to use them because that just causes unnecessary confusion in the stores.
253. FREYMAN: Yes, I know...and I think we should urge the people who don't need to use their ration points...To destroy their excess stamps.
254. JOHN: By all means...

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255. FREY MAN: And the blue stamps, Johnnie, for canned fruits, vegetables and baby foods....?
254. JOHN: The blue stamps K, L and M are valid through July 7th — and don't forget they can also be used for dried beans and frozen foods...
255. FREYMAN: How about Coffee?
256. JOHN: Stamp 24 in book one is good for one pound of coffee through June 30th....
257. FREYMAN: Coupon 13 in Book one is used for sugar now, isn't it?
258. JOHN: Yes, you can get five pounds of sugar with that no, 13 until August 15th. But remember, too, that stamp 15 and 16 are good for 5 pounds of sugar...for canning purposes and both of those are valid through October 31st.
259. FREYMAN: And what about next week's program, Johnnie?
260. JOHN: What would you like?
261. FREYMAN: Well, some of us are getting wonderful products from our gardens now.....and we are already thinking about preserving some of these things for the winter.
262. JOHN: That's an idea...I'll get some information on putting your "gardens in storage"...especially other ways besides canning....



263. FREYMAN:

That will be news to me — I don't know about the other ways....see you next week, then.

264. JOHN:

You bet...and don't forget to mail that card for your bulletin on Home Laundry, ...to Consumer Time, War Food Administration, Washington, D. C.





265. ANNOUNCER:

And for those of you who did not get that address...  
it's Consumer Time, War Food Administration, Washington,  
D. C.....mention that you want a copy of the Home  
Laundry Bulletin and be sure to include your own name  
and address and the call letters of your radio station.. .

Heard on today's program were:

And Miss Helen S. Holbrook, Specialist in the Household  
Equipment Division of the Department of Agriculture.

Script by Ann Hagen..

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